

## **EXECUTIVE SUMMARY**

Waffle Durian Seeds is a combination between waffle and special ingredients durian seeds. The idea was emanate looking for the opportunities that exist from durian seeds. Many opportunities that can be applied from durian seeds processing. One of the processing durian seeds is flour.

Other than processing technique, ingredients that used for the waffle contain some of nutrients. Especially the durian seeds. Nutrients that contain in durian seeds brings a good impact for the body. Other ingredients are also had some of nutrients.

Processing technique and good nutrients from the product can be a great chance to market the product. Waffle made from durian seeds will brings new innovation of food industry. Packaging is needed to market the product and keep safe the product. Affordable price would make the product easier to be reach.

Waffle Durian Seeds will be pack in aluminum sachet to keep the waffle fresh and contain a whole waffle around 65 gram and will be sold IDR 12.000. This product will be developed in minimarket, supermarket, bakery shop, website and social media.